

## Let It Shine! Take That Switch On One Of Amazon's Biggest Black Friday Deals

20/11/2023

Take That celebrate the return of last year's sell-out Amazon and National Express Black Friday deal in a humorous short film, highlighting how thousands of Prime members can reunite with loved ones for less this festive season

The deal is now bigger and better than ever: 11,000 National Express coach tickets will be available at 75% off to Prime members checking out with Amazon Pay

This is just one of many ways Amazon is delivering great value to customers this Black Friday Week (17<sup>th</sup>-27<sup>th</sup> November), with millions of pounds of customer savings available at [www.amazon.co.uk/blackfriday](http://www.amazon.co.uk/blackfriday)



**LONDON –00:01am GMT, 20<sup>th</sup> November 2023** – Amazon and National Express are today announcing the return of their best-selling Black Friday travel deal, which will see thousands of discounted coach tickets available to Prime members to help them reunite with loved ones for less this festive season.

The deal has been launched with a humorous short film featuring Take That reuniting for Christmas, and will see 75% off National Express coach tickets for Amazon Prime members who [check out](#) with Amazon Pay – making some one-way journeys available for as little as £3.90. The offer will be live from 9am on 24 November until 4pm on 4 December 2023, with more information and terms and conditions available at [www.amazon.co.uk/nationalexpress](http://www.amazon.co.uk/nationalexpress).

The collaboration marks the second consecutive year of the Amazon and National Express Black Friday deal, which saw prices for 5,000 coach tickets reduced by 75% for Prime Students in its inaugural year in 2022. The deal is bigger and better this year, with more than twice as many tickets available to all Prime members offering great value travel to over 550 destinations across the country this festive season.

Take That took to the screen in an amusing short film to launch the deal, which sees the band gearing up for a Christmas lights switch-on. The scene opens with Gary, Howard and Mark reuniting in a dressing room, reminiscing about Christmas lights 'switch-ons' recalling the scale of one on London's Regent Streets and the hordes of fans that were there. As the stage manager calls them for their big moment, they head towards the 'stage', only to find it's not quite what they were expecting! However, the band's festive spirit kicks in and they press the big red button, lighting up a National Express Coach, festooned with Christmas lights, to officially launch the new Amazon and National Express Black Friday deal.

Take That commented: "As a band, we absolutely love Christmas and it's great to be part of a campaign with Amazon and National Express that helps bring families and loved ones together for less at this special time of year."

The Amazon and National Express offer is just one example of the great value Amazon is offering this Black Friday. Black Friday Week will run until 11.59pm GMT on 27<sup>th</sup> November, with new deals going live every day. The shopping event will include Amazon's best prices of the year so far on a wide variety of top brands, from homeware and electronics to health and beauty, as well as fast and convenient delivery options. Customers can head to [www.amazon.co.uk/blackfriday](http://www.amazon.co.uk/blackfriday) to shop the deals and find out more.

Prime members wanting to take advantage of the National Express offer can visit [www.amazon.co.uk/nationalexpress](http://www.amazon.co.uk/nationalexpress) from 9am GMT on Friday 24 November until 4pm on 4 December (or while stocks last), checking out with Amazon Pay. To find out more about Amazon Pay, head to [pay.amazon.co.uk](http://pay.amazon.co.uk). Ts&Cs apply, travel period from 24 November 2023 - 31 January 2024, excludes travel on 25 and 26 December 2023.

ENDS

For further information please contact:

Amazon UK Press Office: [pressoffice@amazon.co.uk](mailto:pressoffice@amazon.co.uk)

The Academy: [AmazonConsumer@theacademypr.com](mailto:AmazonConsumer@theacademypr.com)

National Express: [pressoffice@nationalexpress.com](mailto:pressoffice@nationalexpress.com)

For press imagery please visit: [amazon.co.uk/pr](http://amazon.co.uk/pr)

### Notes to Editors

#### About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalised recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit [amazon.co.uk/about](http://amazon.co.uk/about) and follow @AmazonNewsUK.

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#### About Prime

Prime offers the best of shopping and entertainment to more than 200 million paid members around the world. In the UK, that includes unlimited access to award-winning movies and TV shows with Prime Video, over 100 million songs in shuffle mode, All-Access playlists, plus top podcasts available ad free with Amazon Music, free in-game content and games with Prime Gaming, more than 1,000 books and magazines with Prime Reading, unlimited photo storage with Amazon Photos, one free pre-released book a month with Amazon First Reads, and incredible savings with Prime Day. Prime was built on the foundation of unlimited fast delivery at no extra cost. Prime members in the UK receive unlimited One-Day Delivery on millions of items across all categories. Same-Day Delivery is available on more than a million

items in Greater London, Edinburgh, Glasgow, Birmingham, Bristol, Manchester, Leeds, Liverpool, and more (minimum order values apply). Prime members can also complete their full grocery shop, and choose from thousands of fresh grocery products, famous brands and household essentials at great prices with two-hour delivery windows from Amazon Fresh and Morrisons, Co-op and Iceland on Amazon (minimum order values apply). Prime members enjoy unlimited free delivery on their favourite restaurants when they spend £25 or more with 1-year free Deliveroo Plus. University students and apprentices can enjoy the benefits of Prime, including exclusive student discounts, by joining Prime Student – with a six-month trial and then 50% off Prime after that at [amazon.co.uk/joinstudent](https://amazon.co.uk/joinstudent) in association with Microsoft Surface. Check if you're eligible for a free trial of Prime at [amazon.co.uk/prime](https://amazon.co.uk/prime). New members can try Prime for 30 days for free. Prime membership auto-renews and costs £95.00 a year or £8.99 a month.

#### **Amazon Pay**

Amazon Pay is a fast, easy, and secure way customers can pay for products and services using the information already stored in their Amazon account. Amazon Pay extends the commerce experience Amazon customers have come to enjoy and trust on Amazon.co.uk to thousands of websites around the world.

#### **Shop With Confidence**

Customers can shop with peace of mind knowing Amazon stands behind the products sold in our stores with the A-to-z Guarantee. Amazon's protection applies to products purchased in our stores worldwide, and in the unlikely event customers experience issues with timely delivery or the condition of their purchase, whether purchased from Amazon or one of our two million independent sellers, Amazon will make it right with a refund or replacement. Amazon is committed to a trustworthy shopping experience and backs the products offered during Prime Big Deal Days, as well as the hundreds of millions of products offered every day in our stores. Learn more [here](#).

#### **About National Express**

National Express is the UK's largest coach operator, running high frequency scheduled services linking more than 550 destinations across the country. We also deliver coach travel to major airports, festivals and events, and are the official transport provider for Wembley Stadium. We operate 24 hours a day, 7 days a week with over 1,800 services every day. Our modern coaches offer comfortable seats with plenty of legroom, free Wi-Fi and USB charging points. For more information and to book tickets see [www.nationalexpress.com](https://www.nationalexpress.com)